

CONTRACT



www.wxyz.com

WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
(248)827-7777

And:

Media Strategies & Research
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

| | | |
|--|---|--|
| <u>Contract / Revision</u> 304595 / | | <u>Alt Order #</u> |
| <u>Product</u> Stabenow for Senate 2012 | | |
| <u>Contract Dates</u> 10/29/12 - 11/06/12 | <u>Estimate #</u> 11276 | |
| <u>Advertiser</u> Stabenow / Democrat / Senate | | <u>Original Date / Revision</u> 07/12/12 / 07/13/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WXYZ | <u>Account Executive</u> Steve Kopicki | <u>Sales Office</u> WXYZ National |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|-------|-------------------|-----------------|---------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | WXYZ | 10/29/12 | 11/06/12 | 5am News M-F | 5-6am M-F | | :30 | | | NM | 7 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$400.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | | | 2 | \$400.00 | | | |
| N 2 | WXYZ | 10/29/12 | 11/06/12 | Action News 6am | 6-7am M-F | | :30 | | | NM | 7 | \$6,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$900.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | | | 2 | \$900.00 | | | |
| N 3 | WXYZ | 10/29/12 | 11/06/12 | M-F 7-9am | 7-9am M-F | | :30 | | | NM | 11 | \$9,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | MTWTF-- | | | | 7 | \$900.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | MT----- | | | | 4 | \$900.00 | | | |
| D 4 | WXYZ | 11/03/12 | 11/03/12 | Action News SAT 6am | SAT 6-7am | | :30 | | | NM | 0 | \$0.00 |
| N 5 | WXYZ | 11/03/12 | 11/03/12 | GMA SAT 7-8am | SAT 7-8am | | :30 | | | NM | 1 | \$275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$275.00 | | | |
| D 6 | WXYZ | 11/04/12 | 11/04/12 | GMA SUN 7-8am | SUN 7-8am | | :30 | | | NM | 0 | \$0.00 |
| N 7 | WXYZ | 11/04/12 | 11/04/12 | Action News SUN 8am | Sun 8-930am | | :30 | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$250.00 | | | |
| N 8 | WXYZ | 10/29/12 | 11/04/12 | M-F 9a-10a | 9-10am M-F | | :30 | | | NM | 1 | \$325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$325.00 | | | |
| N 9 | WXYZ | 11/05/12 | 11/05/12 | M-F 10a-11a | 10-11am M-F | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$300.00 | | | |
| N 10 | WXYZ | 10/29/12 | 11/06/12 | M-F 11a-12n | 11am-12pm M-F | | :30 | | | NM | 3 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -T-T--- | | | | 2 | \$500.00 | | | |
| | Week: | 11/05/12 | 11/11/12 | -T----- | | | | 1 | \$500.00 | | | |

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This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

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| <u>Contract Dates</u> 10/29/12 - 11/06/12 | <u>Product</u> Stabenow for Senate 20 | <u>Estimate #</u> 11276 |
| <u>Advertiser</u> Stabenow / Democrat / Sc | | <u>Original Date / Revision</u> 07/12/12 / 07/13/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-------------------|------------------|------|--------|-------------------|-------------|------|-------|-------------|
| N 11 | WXYZ | 10/29/12 | 11/06/12 | M-F 3p-4p | 3-4pm M-F | | :30 | | | NM | 6 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$600.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | 1 | \$600.00 | | | |
| N 12 | WXYZ | 10/29/12 | 11/06/12 | Dr. Oz | 4-5pm M-F | | :30 | | | NM | 6 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$600.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | 1 | \$600.00 | | | |
| N 13 | WXYZ | 10/29/12 | 11/06/12 | 5-6pm M-F | 5-6pm M-F | | :30 | | | NM | 5 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -TWTF-- | | | | 4 | \$1,200.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | 1 | \$1,200.00 | | | |
| N 14 | WXYZ | 10/29/12 | 11/06/12 | 6-630pm M-F | 6-630pm M-F | | :30 | | | NM | 6 | \$7,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$1,300.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | 1 | \$1,300.00 | | | |
| N 15 | WXYZ | 10/29/12 | 11/06/12 | M-F 7-730p | 7-730pm M-F | | :30 | | | NM | 6 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$1,200.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | 1 | \$1,200.00 | | | |
| N 16 | WXYZ | 10/29/12 | 11/05/12 | M-F 730-8pm | 730-8pm M-F | | :30 | | | NM | 6 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$2,000.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | 1 | \$2,000.00 | | | |
| N 17 | WXYZ | 10/29/12 | 11/05/12 | MO 8-10pm Dancing | 8-10p | | :30 | | | NM | 2 | \$20,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | M----- | | | | 1 | \$10,000.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | 1 | \$10,000.00 | | | |
| N 18 | WXYZ | 10/29/12 | 11/04/12 | Tuesday Prime A | 8-9pm Tuesday | | :30 | | | NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$10,000.00 | | | |
| N 19 | WXYZ | 10/29/12 | 11/04/12 | Wednesday Prime B | 9-10pm Wednesday | | :30 | | | NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$10,000.00 | | | |
| N 20 | WXYZ | 10/31/12 | 10/31/12 | Wednesday Prime A | 8-9pm Wednesday | | :30 | | | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$4,000.00 | | | |
| N 21 | WXYZ | 10/29/12 | 11/04/12 | Thursday Prime C | 10-11pm Thursday | | :30 | | | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$3,500.00 | | | |
| N 22 | WXYZ | 10/29/12 | 11/04/12 | Friday Prime B | 9-10pm Friday | | :30 | | | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$4,000.00 | | | |
| N 23 | WXYZ | 10/29/12 | 11/04/12 | Sunday Prime B | 8-9pm Sunday | | :30 | | | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | | | 1 | \$5,000.00 | | | |

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|--|-----------------------------------|---|
| Contract / Revision 304595 / | | Alt Order # |
| Contract Dates 10/29/12 - 11/06/12 | Product Stabenow for Senate 20 | Estimate # 11276 |
| Advertiser Stabenow / Democrat / Sc | | Original Date / Revision 07/12/12 / 07/13/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Totals | |
|-------|------|-------------------|-----------------|------------------------|-------------------|------|--------|-------------------|-------------|------|--------|-------------|
| | | | | | | | | | | | Spots | Amount |
| N 24 | WXYZ | 10/29/12 | 11/04/12 | Sunday Prime C | 9-10pm Sunday | | :30 | | | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$5,000.00 | | | |
| N 25 | WXYZ | 10/29/12 | 11/05/12 | 11pm Actn News M-F | Late News M-F | | :30 | | | NM | 6 | \$15,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | MTWTF-- | | | | 5 | \$2,500.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$2,500.00 | | | |
| N 26 | WXYZ | 10/29/12 | 11/04/12 | 11-1130pm Sa | 11-1130pm Sat Lat | | :30 | | | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$2,500.00 | | | |
| N 27 | WXYZ | 10/29/12 | 11/04/12 | 11-1130pm Sun | 11-1130pm Late N | | :30 | | | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$2,500.00 | | | |
| N 28 | WXYZ | 10/29/12 | 11/05/12 | Nightline | 1135pm-1205am M | | :30 | | | NM | 3 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M-T--- | | | | 2 | \$750.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$750.00 | | | |
| N 30 | WXYZ | 11/05/12 | 11/05/12 | Monday Prime C | 10-11pm Monday | | :30 | | | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$5,000.00 | | | |
| D 31 | WXYZ | 10/29/12 | 11/04/12 | Tuesday Prime C | 10-11pm Tuesday | | :30 | | | NM | 0 | \$0.00 |
| N 32 | WXYZ | 10/29/12 | 11/04/12 | Friday Prime C | 10-11pm Friday | | :30 | | | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$4,000.00 | | | |
| N 34 | WXYZ | 10/29/12 | 11/04/12 | Jimmy Kimmel Live | 1205am-105am M- | | :30 | | | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T--F-- | | | | 2 | \$200.00 | | | |
| N 36 | WXYZ | 10/29/12 | 11/04/12 | 12n-1p | 12-1pm M-F | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M----- | | | | 1 | \$350.00 | | | |
| N 37 | WXYZ | 10/29/12 | 11/04/12 | Sa 7-8p | 7pm Sat | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$1,000.00 | | | |
| N 38 | WXYZ | 10/29/12 | 11/04/12 | Tuesday Prime B | 9-10pm Tuesday | | :30 | | | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$5,000.00 | | | |
| N 39 | WXYZ | 10/29/12 | 11/04/12 | Thursday Prime B | 9-10pm Thursday | | :30 | | | NM | 1 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$9,000.00 | | | |
| D 40 | WXYZ | 10/29/12 | 11/04/12 | Action News SAT 8am | SAT 8-9am | | :30 | | | NM | 0 | \$0.00 |
| N 41 | WXYZ | 11/02/12 | 11/02/12 | 2-3pm General Hospital | 2-3pm M-F | | :30 | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$500.00 | | | |
| N 42 | WXYZ | 10/29/12 | 11/04/12 | Sunday Prime A | 7-8pm Sunday | | :30 | | | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$1,800.00 | | | |
| D 43 | WXYZ | 10/29/12 | 11/04/12 | Sunday Prime B | 8-9pm Sunday | | :30 | | | NM | 0 | \$0.00 |

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|--------|-------|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-------|------------------|
| N 44 | WXYZ | 11/03/12 | 11/03/12 | SA 1130p-1230a | 1130pm-1230am | | :30 | | | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$200.00 | | | |
| Totals | | | | | | | | | | | 98 | \$172,850.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|--------------|
| 10/29/12 - 11/06/12 | 98 | \$172,850.00 | \$146,922.50 |
| Totals | 98 | \$172,850.00 | \$146,922.50 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.